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ZenithOptimedia launches new approach to media communications

Publicis Groupe network challenges the conventions of paid, owned and earned media

ZenithOptimedia is championing a new strategic approach to communications planning that sees a radical rethink of the way clients prioritise and allocate resources across paid, owned and earned media.

With the rapid growth of digital and social media, marketers are now being released from the constraints of leading communication with paid media. In this new, faster and more flexible era of marketing, the limitations of the 30-second TV spot are being replaced by the limitless possibilities of digital and online consumer engagement.

In order to maximise the opportunities in this new era, ZenithOptimedia is advising clients to adopt a new approach to communications planning, which we are calling 'Owned First'. Placing owned media at the forefront of a communications strategy, means that the experience a brand delivers through its owned channels and assets – eg online video, photography, music, written content – becomes its primary route to marketing success.

In contrast to the traditional 'paid first' model, Owned First brand building places the user experience at the heart of the communications story. This is being made possible as digital entertainment and digital brand experiences become increasingly indistinguishable.

Through its global consumer analysis tool Touchpoints, ZenithOptimedia has proven that having an Owned First approach, which uses paid media to drive people to a brand's owned assets and platforms, produces higher levels of consumer engagement than traditional paid-media-centric approaches.

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As part of the launch of the new approach, ZenithOptimedia, has produced a guide for marketers on how to adopt an Owned First approach: *Owned First: Challenging the Conventions of Paid, Owned and Earned Media*. ZenithOptimedia has also set up a website to champion the Owned First approach: www.ownedfirst.com. Over the coming months, the platform will be used to showcase Owned First thinking and work.

Sean Healy, Global Communications Planning Director, ZenithOptimedia, who is leading the network's Owned First approach, said: "ZenithOptimedia is taking a stand against the limited approach to communications that starts with paid media rather than a brand's richer and more powerful 'owned' content and platforms. In today's digital world, people value real experiences and demand engaging entertainment. Owned First enables brands to deliver this effectively."

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About ZenithOptimedia

ZenithOptimedia - www.zenithoptimedia.com - is a leading global media services network with 250 offices in 74 countries. We are part of Publicis Groupe, the world's third largest communications group, and the world's second largest media counsel and buying group. As the first agency to apply a rigorous and objective approach to improving the effectiveness of marketing spend, ZenithOptimedia delivers to clients the best possible return on their communications investment. This philosophy is supported by a unique approach to strategy development and implementation across the full spectrum of paid, owned and earned contact points – the Live ROI planning process. The ZenithOptimedia Group of companies equips our clients with a full range of integrated skills across communications planning, value optimisation, performance media and content creation. Our key clients include Armani Group, ASUS, Aviva, BBC Worldwide, Bacardi-Martini, Electrolux, General Mills, Lactalis, LVMH, Nestlé, News Corporation, L'Oréal, Oracle, Puma, Qantas, Reckitt Benckiser, Richemont Group, Royal Bank of Scotland, Sanofi, SCA, Telefónica O2, Toyota/Lexus, Verizon and Whirlpool.